

VIRGINIA SLIMS
1996 DIRECT MARKETING BUDGET
(IN 000's)

NO.	1996 ORIGINAL BUDGET	1995 3RD REVISED	VARIANCE	1994 ACTUAL
ADVERTISING				
MEDIA: PRINT				
MAGAZINE		15,300		15,707
SUPP		500		
RCP		300		
FSI		1,200		2,311
SUBTOTAL MEDIA: PRINT	18,000	17,300	700	18,018
MEDIA: OUTDOOR				
OOH	12,500	10,100	2,400	7,808
SUBTOTAL MEDIA	30,500	27,400	3,100	25,826
MEDIA: PRODUCTION	8,088	8,088		5,390
SUBTOTAL- ADVERTISING	36,566	33,466	3,100	31,216
EVENT SPONSORSHIP				
LEGENDS	3,500	6,604		10,246
MUSIC	3,000			
BAR NIGHTS	600			
GRASS ROOTS TENNIS	300			
OPINION POLL	65	800		
SOUTHERN WOMEN'S SHOWS	350	500		365
SUBTOTAL- EVENT SPONSORSHIP	7,815	7,904	(89)	10,611
RETAIL PROMOTIONS				
PRICE				
	0	7,221	(7,221)	1,040
PRODUCT				
MAY PRODUCT PROMOTION-B2G1F	1,365			
OCT PRODUCT PROMOTION-B2G1F	1,365			
	2,730	3,066	(936)	0
INCENTIVES				
FEB 2PK WITH PICTURE FRAME	1,668			
FEB CARTON WITH PICTURE FRAME	788			
FEB CARTON INSERT	425			
JULY CARTON INSERT	425			
JULY 2PK WITH INCENTIVE	1,371			
JULY CARTON WITH INCENTIVE	1,092			
OCT BOOK OF DAYS	1,936			
OCT CARTON INSERT	577			
EVENTS TIE IN	533			
MEDIA ONE	400			
	9,215	8,672	543	7,671
CONTINUITY				
FEB V-WEAR CATALOG	7,800			
JULY V-WEAR CATALOG	8,000			
	13,600	10,968	2,632	8,192
SUBTOTAL- RETAIL PROMOTIONS	25,545	29,927	(4,382)	16,903
COUPONING				
FEB V-WEAR FSI	1,282			
JULY V-WEAR FSI	1,282			
OCT BOB'S FSI	1,340			
JAN CATALINA	600			
	4,503	4,438	66	386
DIRECT MAIL				
FEB SLIMSCLUB #1	2,673			
APRIL SLIMSCLUB #2	2,478			
JULY SLIMSCLUB #3	3,148			
SEPT SLIMSCLUB #4	3,194			
NOV SLIMSCLUB #5	2,478			
MAY HERO MAILING #1	775			
NOV HERO MAILING #2	775			
DEC MULTIBRAND	1,200			
LEGENDS DIRECT MAIL	400			
DATABASE MAINT	276			
V-WEAR DEVELOPMENT	400			
SUBTOTAL- DIRECT MAIL	17,797	17,510	286	22,536
PERM & TEMP POS/ARTWORK				
AGENCY/NON AGENCY ARTWORK	2,644			
TEMPORARY POS	690			
PERMANENT POS	1,200			
B-RACKS	1,240			
SUBTOTAL- POS/ARTWORK	5,774	2,170	3,604	1,571
OTHER				
PRIOR YEAR CREDITS				0
NON PROJECT CODED				12,498
OTHER				0
SUBTOTAL-OTHER	0	(114)	114	12,498
TOTAL BRAND PROGRAMS	98,000	95,300	2,700	96,220

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